

***Growth carefully planned is the right fit***  
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Have you ever had your foot measured carefully so that you could be fitted for those shinny new leather shoes? Even if it is just a new pair of athletic shoes, there's nothing like a pair that fits really well. It may take a little extra time and effort to analyze the specific needs for each individual but the end result is greater comfort and performance.

Analyzing the needs and anticipating the growth of individual cities is no less important and the positive results are even more compelling. More than 20 years ago, planning agencies from state, county and city governments met every two weeks for three years to carefully map out the right growth plan for South Placer County and specifically for Rocklin. It was abundantly clear to all of us participating in those meetings that growth would occur. The question was how would we shape our future to the benefit of the City and its residents?

Specifically, we coordinated with the Local Agency Formation Commission (LAFCO) to determine the logical boundaries of cities in Placer County. LAFCO is a state mandated local agency whose jurisdiction is all of Placer County. The California state legislature directs LAFCO to address the following objectives:

1. Promote orderly growth and development
2. Discourage urban sprawl while preserving open space and agricultural lands
3. Encourage efficient service areas for local governments

All aspects of growth were extensively reviewed, debated, analyzed and discussed. With these three objectives clearly in mind, LAFCO carefully laid out the "spheres of influence" for the cities in Placer County whereby boundaries were established based on a city's ability to best service the area relative to transportation, fire, police, parks, recreation programs, schools, planning and other urban services. Clearly, using regional cooperation and all available resources, Rocklin has proactively managed growth instead of being managed by growth.

Why is this relevant today?

With the annexation of Northwest Rocklin (also known as the Sunset Ranchos), Rocklin is carefully growing into its projected overall size. Annexation in this instance is not growing *beyond* the appropriate boundaries but rather growing *into* the carefully established boundaries for the city. Boundaries established after decades of planning and meticulous review make for the right fit for our community.

This approach has tremendous benefits. Instead of a patchwork quilt of individual developments, the City has master planned the entire 1,800 acre area for Northwest Rocklin in a comprehensive manner. The result is a cohesive community that integrates housing with community and neighborhood parks, walking and bike trails, as well as

more effective planning for roads, schools, shopping centers and even an employment center.

Additionally, even before annexation was considered an economic analysis was completed to determine if the addition of the Northwest Rocklin area would be a net positive in taxes collected for the City relative to the cost of services for the community. That net positive is absolutely the case and we will sustain the high level of services that Rocklin delivers for its residents.

Rocklin has taken extensive measures to ensure growth is “balanced” which means a healthy mix of housing, schools, parks, open space preservation, commercial and industrial development. Rocklin is a family community, where people live, work, shop and enjoy recreational opportunities and raise their families. With our strategic land-use philosophy in place our city is poised to be a wonderful place to live for decades to come.

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